

REPLY MESSAGE

THIS FORM AVAILABLE FROM GRAYARC CO., INC., 882 THIRD AVE., BROOKLYN, N.Y. 11232

TO	Sandy Maier	FROM	Sam Posner	NEW YORK
	Ivy Network...New Haven		RADIO	CHICAGO
			TIME <i>International</i> xx	SAN FRANCISCO
		SALES		LOS ANGELES

SUBJECT: Guild Wine DATE: 3/2/72

FOLD ↑ Sandy.....Picked the attached up at Pepper Tanner yesterday and it spells out just what they want this year. I will need an answer on the question of which stations will carry the schedules and if the terms are OK with you. I will then present a full pitch to the Guild people and see what happens.

Please rush your answer.....By the way I plan to suggest that they go for 1000 ann per station, spread over the rest of this school year and after a summer hiatus, come back about mid Sept and run the balance....
What do you think??????

cordially,

PLEASE REPLY TO → SIGNED

Sam
sam

DATE: _____ SIGNED _____

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

International

RADIO
TIME
SALES

Gandy Hater
Ivy Network...New Haven

3/2/72

Guild Wine

Gandy....Picked the attached up at Pepper Tanner yesterday and it spells out just what they want this year. I will need an answer on the question of which stations will carry the scheduled and if the terms are OK with you. I will then present a full pitch to the Guild people and see what happens.

Please rush your answer.....By the way I plan to suggest that they go for 1000 and get station, spread over the rest of this school year and after a summer hiatus, come back about mid Sept and turn the balance....
What do you think?????

Cordially,

Bob

IVY NETWORK

List all actual stations which will carry wine advertising

STATIONS WILL:

- 1.) Plug Cribari in station ads, college papers, and proof of runs.
- 2.) Set up P.O.P. displays in student stores where allowed and in liquor stores near campus, and advise Guild of all displays, via Polaroid; actual address of location with store name.
- 3.) Plug CRIBARI in station program guides, WHERE AVAILABLE *Have material for in advance*
- 4.) Will distribute client promo flyers, if available.
- 5.) Will perform any reasonable research request, on and around campus areas. (see #4 below).

GUILD WILL:

- 1.) Furnish ad copy for all college newspapers---request proof of runs ("Gentle Journey"etc.)
- 2.) Furnish ads for Program Guides, request copies of station program guides where run.
- 3.) Release flyers, or posters, available to people or for store display ("Gentle Journey"etc.)
- 4.) Decide what research wanted, e.g., in-store questionnaire. (Station return questionnaire or results of survey to Guild).
- 5.0 Guild Wine will furnish all necessary POP material needed to carry out item #2 in first group of requests.



at 100000 lbs. per acre. It is necessary to have a
copy out of the 8 in. first crop of tobacco.

